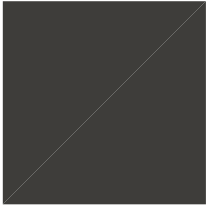
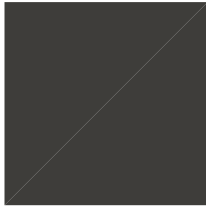
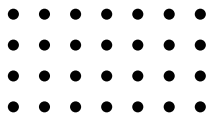


CITY OF PRINCETON



2025 *STRATEGIC REPORT*

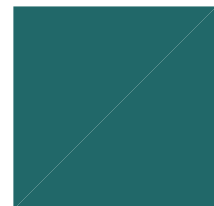


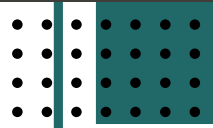
PROGRESS WITH PURPOSE



TABLE OF CONTENTS

MESSAGE FROM THE MAYOR	1
CITY COUNCIL	2
MISSION, VISION, AND VALUES	3
CREATE PURPOSEFUL PARTNERSHIPS	4-5
INCREASE ECONOMIC VALUE	6-8
CREATE ENTERTAINMENT OPPORTUNITIES	9-10
ENHANCE BUILDING STANDARDS	11-12
UPDATE COMPREHENSIVE PLAN/DEVELOP A LAND ACQUISITION PLAN	13-14
BY THE NUMBERS	15
CONNECT WITH US	16





MESSAGE FROM THE MAYOR

As we reflect on 2025, I am proud to share a year defined by progress, partnership, and purpose for the City of Princeton.

Our community continues to grow at a remarkable pace, and with that growth comes both opportunity and responsibility. This year, we remained focused on thoughtful planning, strong infrastructure, and responsive services—ensuring Princeton is not only growing, but growing wisely. From advancing long-range plans and critical infrastructure investments to strengthening public safety and enhancing parks, roads, and utilities, every step taken in 2025 was guided by a commitment to long-term sustainability and quality of life.

Equally important is the heart of Princeton—our people. In 2025, we celebrated together at community events, supported our neighbors through challenges, and continued to build trust through transparency and engagement. The dedication of our City Council, boards and commissions, City staff, volunteers, and community partners has been essential to our success. Their hard work and service reflect a shared belief in Princeton’s future.

This strategic report highlights the progress we’ve made and the priorities that will carry us forward. While we are proud of what has been accomplished, we know our work is far from done. The year ahead will require continued collaboration, innovation, and a clear focus on serving residents both today and for generations to come.

Thank you for being part of this journey. Together, we are building a Princeton that is safe, welcoming, resilient, and ready for the future.

With gratitude and optimism,

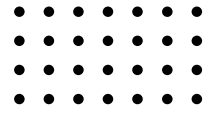


Eugene Escobar Jr.
Mayor, City of Princeton



MAYOR EUGENE ESCOBAR, JR.

CITY COUNCIL



The Princeton City Council provides thoughtful leadership and strategic oversight to guide the City's growth and long-term success. Working in partnership with the Mayor, City staff, and the community, the Council sets policy priorities, ensures responsible fiscal management, and makes decisions that reflect the values and needs of residents. Through collaboration, transparency, and a shared commitment to service, the City Council continues to play a vital role in shaping a strong, resilient, and forward-looking Princeton.



TERRANCE JOHNSON
PLACE 1



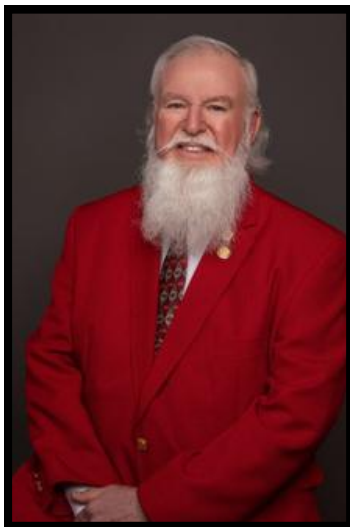
CRISTINA TODD
PLACE 2



BRYAN WASHINGTON
PLACE 3



RYAN GERFERS
PLACE 4



STEVE DEFFIBAUGH
PLACE 5



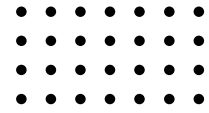
BEN LONG
PLACE 6



CAROLYN DAVID-GRAVES
PLACE 7

MISSION

It is the mission of the City of Princeton to provide a high quality of life through essential municipal services, infrastructure, public safety, and recreation, while welcoming growth through effective and fiscally responsible government.



VISION

Princeton will be an attractive, inclusive, and vibrant community where one can live, work, play, and learn. With all the amenities of a modern city, Princeton will maintain the close-knit feel of a small town, rooted in its heritage, resiliency, natural assets, and local businesses. Thriving and connected, Princeton's diverse community will enjoy a high quality of life while embracing its bright future.

CORE VALUES

As Princeton continues to grow, having clearly defined core values helps guide how the city serves its residents today and plans for tomorrow. Core values are more than just words—they reflect who we are as a community and what we stand for.

Princeton has core values to ensure consistency, accountability, and integrity in everything we do. They provide direction for city leadership and staff, helping shape decisions, policies, and daily interactions with the public. In a rapidly developing city, core values create a strong foundation that keeps growth aligned with the community's vision.

Our core values also strengthen trust. They demonstrate our commitment to transparency, responsible stewardship of resources, quality service, and respect for residents. By clearly defining what matters most, we create a shared standard that guides how we work and how we serve.

Most importantly, core values help preserve Princeton's character while preparing for the future. They unite longtime residents and newcomers under a common purpose—building a community that is welcoming, responsible, and forward-thinking.

Integrity

Mutualism

Prosperity

Accountability

Community

Transparency





PURPOSEFUL PARTNERSHIPS



STRATEGIC GOAL 1: CREATE PURPOSEFUL PARTNERSHIPS

Princeton will leverage strategic opportunities and partner with valuable assets to achieve shared goals, build trust among stakeholders with transparent and authentic messaging, and establish and maintain positive, mutually beneficial relationships.

- Engaged residents directly through community-focused outreach and engagement programs, including Coffee with a Cop, Flapjacks with Fire, National Night Out, and the launch of the Citizens Government Academy.
- Strengthened collaboration with regional, state, and federal partners to advance shared infrastructure, public safety, and park access goals.
- Partnered with Princeton ISD and the Chamber of Commerce to launch a high school apprenticeship program, expanding workforce development opportunities for local students.
- Engaged community stakeholders early in long-range planning efforts, laying the groundwork for the Comprehensive Plan and Parks Master Plan public engagement process.
- Collaborated with community organizations and volunteers to deliver citywide engagement initiatives, including the inaugural Princeton Day of Purpose, engaging more than 160 volunteers.
- Strengthened partnerships with Collin College, including workforce and career readiness programming hosted through the Library.
- Expanded intergovernmental coordination through staff and leadership participation on regional advisory boards, supporting shared service and planning efforts.
- Engaged community stakeholders early in long-range planning efforts, laying the groundwork for the Comprehensive Plan and Parks Master Plan public engagement process.
- Expanded higher-education partnerships by establishing the Officer Nancy Dominguez Memorial Scholarship with Collin College to support Criminal Justice degree programs.
- Convened and participated in multi-agency task forces and advisory groups, aligning priorities on mobility, safety, environmental stewardship, and long-range planning.





INCREASE ECONOMIC VALUE



STRATEGIC GOAL 2: INCREASE ECONOMIC VALUE

Princeton will target desirable economic development opportunities to better serve its residents and ensure successful businesses and ventures remain in the city long-term.

- Aligned economic development, land use, and capital investments to support long-term financial sustainability.
- Improved predictability and clarity in development processes, creating a more stable environment for private investment.
- Advanced economic development through rezoning the Bois D'Arc Professional Park from Manufacturing to Commercial Planned Development, positioning the area for medical and professional office uses with positive economic impact.
- Strengthened development review and cost-recovery practices to ensure growth contributes fairly to City services and facilities.
- Increased the City's tax base through thoughtful residential and commercial development aligned with infrastructure capacity.
- Advanced coordinated infrastructure planning to support responsible growth while protecting existing taxpayers.
- Improved budgeting practices and financial reporting, aligning expenditures with strategic priorities and long-range capital planning.
- Earned financial and operational recognition reflecting strong governance, fiscal responsibility, and commitment to best practices.
- Adopted and implemented updated Public Improvement District (PID) policies, strengthening financial oversight, transparency, and long-term maintenance planning.
- Supported responsible growth by reviewing subdivision plans and enforcing developer agreements to ensure required infrastructure and roadway investments were delivered alongside development.
- Supported sustained private investment by issuing more than 1,600 single-family permits and over 200 commercial permits across the year, reflecting continued confidence in Princeton's growth and development environment.



NEW BUSINESSES

In 2025, Princeton, Texas, continued to experience commercial growth, with several new businesses opening. These developments expand local retail and service capacity, support job creation, and strengthen the city's economic base. The continued investment in business reflects sustained population growth and rising market demand in the community.

- Joyful Massage
- State Farm
- Monaco Hair Bar General
- Mobilemedic Of Texas
- Flavias By Flavia And Victor
- The Reserves
- The Jewelry Doctor General
- Princeton Kids Dentistry And Orthodontics
- Kumon Math & Reading Center Of Princeton
- The Roller Room
- Chuon Chuon Coffee
- Princeton Pediatrics
- Texas Chill General
- Children's Lighthouse Of Princeton
- Subway
- Arka Montessori School
- Texantech Gadget Repair
- Kub Kao Thai
- Vickies Real Estate Group
- Velocity Physical Therapy
- Bombay Bytes
- Princeton Square Spa & Salon
- Redstone Pest Control
- Lemondrop Nail Bar
- Braums





CREATE ENTERTAINMENT OPPORTUNITIES



STRATEGIC GOAL 3: CREATE ENTERTAINMENT OPPORTUNITIES

Princeton will explore different avenues and opportunities for an enhanced community experience, take advantage of geographical features when pursuing new opportunities, and offer residents a centralized location that fosters a sense of community pride.

- Advanced planning and design for a future multigenerational recreation facility, focused on creating flexible, inclusive spaces that serve residents of all ages, abilities, and activity levels.
- Advanced design and construction planning for new multipurpose and synthetic turf fields to support youth sports and community recreation.
- Approved installation of new LED field lighting to extend usability, improve safety, and increase energy efficiency at park facilities.
- Continued improvements at Caldwell Park, including upgraded lighting and field enhancements to better serve families and athletes.
- Advanced planning, design, and construction for future entertainment and recreation amenities, including the multi-generational recreation facility, JJ Book Wilson Memorial Park improvements, skate park design, and Caldwell Park phases.
- Secured leases for parkland along Lake Lavon, expanding access to outdoor recreation and future park opportunities for Princeton residents.
- Coordinated bond investments with infrastructure, mobility, and maintenance planning to ensure long-term sustainability and responsible use of funds.
- Rebranded Parks and Recreation as Princeton Plays, strengthening the identity of City-led entertainment, recreation, and programming.
- Hosted and expanded signature community events, including Freedom & Fireworks, Fishin' Frenzy, Pumpkin BooLooza, Reindeer on Main, North Pole Christmas, A Very Merry Chili Christmas, and National Parks and Recreation Month activities, drawing thousands of attendees throughout the year.
- Coordinated youth sports programming with record participation across multiple seasons, providing structured, family-friendly recreation and entertainment opportunities citywide.
- Expanded library programs and cultural offerings.





ENHANCE BUILDING STANDARDS



STRATEGIC GOAL 5: ENHANCE BUILDING STANDARDS

Princeton will enforce high expectations for safe, high-quality developments and ensure community welfare by consistently reviewing and updating building codes.

- Strengthened building and development standards to support safe, high-quality, and sustainable growth. Guided by the community's vision, the City enhanced our design and construction expectations to promote durable materials, improved site design, and compatibility with surrounding neighborhoods.
- Advanced development improvements by modernizing zoning and subdivision standards, clarifying development processes, and aligning land-use policies with infrastructure and mobility planning.
- Improved development predictability and efficiency by advancing a comprehensive Development Manual, clarifying expectations and reducing uncertainty for developers and investors.
- Reviewed subdivision and development plans to ensure roadway, utility, and infrastructure requirements were constructed as required through developer agreements.
- Clarified development expectations by creating Plat and Zoning Submittal Calendars, improving predictability and efficiency for developers and staff.
- Began development of a comprehensive Development Manual to streamline processes, improve consistency, and clearly communicate City standards and requirements.
- Strengthened commercial development oversight through the selection of a Fire Marshal with extensive commercial development experience, improving coordination between development review and life safety requirements.





UPDATE COMPREHENSIVE PLAN & DEVELOP LAND ACQUISITION PLAN



STRATEGIC GOAL 5: UPDATE COMPREHENSIVE PLAN

Princeton will update the current Comprehensive Plan to provide decision-makers with guidance and input from stakeholders to make responsible and informed choices about land use, transportation, infrastructure, community needs, aspirations, priorities, and other aspects of community development.

- Officially launched The Princeton Playbook, a community-driven Comprehensive Plan and Parks Master Plan that sets a clear vision for the City's future. Developed with extensive resident input, the Playbook serves as a roadmap for thoughtful growth, guiding decisions related to land use, infrastructure, mobility, parks, public safety, and quality of life. With the launch complete, the City will use the Princeton Playbook to align strategic goals, capital investments, and budgeting priorities to ensure growth is intentional, sustainable, and reflective of community values.
- Hosted public open houses to engage residents in shaping the Princeton Playbook, the City's long-range Comprehensive Plan and Parks Master Plan. These events provided opportunities for community members to review concepts, ask questions, and share feedback on growth, mobility, parks, and quality of life priorities. Resident input from the open houses is being used to guide future planning and policy decisions.

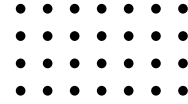
STRATEGIC GOAL 6: DEVELOP A LAND ACQUISITION PLAN

Princeton will utilize strategic planning to foster well-informed decisions regarding expansion and economic development to ensure decisions will have positive, long-term effects on the City and its stakeholders.

- During 2024, the City and EDC purchased catalyst sites to further the land acquisition plan. During 2025, additional sites were identified and are under negotiation. The Comprehensive Planning process has included an internal director team along with the City Manager's Office to align council goals and decisions with the final document.



BY THE NUMBERS



14.5
SQUARE
MILES

43,126
RESIDENTS

210
EMPLOYEES

\$90,809
AVERAGE
HOUSEHOLD
INCOME

\$327,892
AVERAGE
HOME
VALUE

224 MILES
OF
ROADWAY

204 MILES
OF
WATER MAINS

15,242
ACTIVE WATER
ACCOUNTS

2,162
FACEBOOK
POSTS

28,346
POLICE CALLS
FOR SERVICE

5,223
FIRE/EMS
CALLS FOR
SERVICE

3,046
YOUTH
SPORTS
PARTICIPANTS

1,607
RESIDENTIAL
BUILDING
PERMITS

60
COMMERCIAL
BUILDING
PERMITS

240 ACRES
OF PARKS
3 MILES OF
TRAILS



CONNECT WITH US!

As our community continues to grow, staying informed is more important than ever. The best way to receive accurate and timely information is directly from the City of Princeton's official communication channels.

Visit our website for city news, meeting agendas, public notices, event details, and important updates that impact residents. You can also follow the City of Princeton on Facebook for announcements, reminders, emergency alerts, and highlights from around the community.

Download our City of Princeton app to engage with us! Pay bills, report issues, get alerts and notifications, and see our calendar of events! Available for iOS and Android.

Stay connected, stay engaged, and get your information straight from the City of Princeton.



STAY UP-TO-DATE

- **City Website (PrincetonTX.gov)** – The primary source for city news, agendas, ordinances, services, and resources
- **Major Projects Page (Princetontx.gov/560/Major-Project-Updates)** – Updates for the City's major projects and initiatives
- **Email Newsletter (The Pulse)** – Regular updates highlighting city news, events, programs, and service changes
- **Emergency Alerts (Princeton Alerts)** – Opt-in notifications for weather, emergencies, service disruptions, and urgent updates
- **Social Media** –

FACEBOOK

- *City of Princeton TX*
- *Princeton Police Department TX*
- *Princeton Fire Department, Texas*
- *Princeton Parks & Recreation*
- *City of Princeton Public Works*
- *Princeton Lois Nelson Public Library*

INSTAGRAM

- *@cityofprincetontx*
- *@princetonparks*
- *@princetonpolicedepartmenttx*



- *CityPrincetonTX*

LINKEDIN

- *City of Princeton TX*

NEXT DOOR

- *City of Princeton TX*



Scan left to sign up for our weekly newsletter!





PRINCETON
TEXAS